



**City of Jacksonville – The Jacksonville Journey Kick-Off**

# **MINUTES**

**OF**

# **STEERING COMMITTEE &**

# **CHAIRS – KICK-OFF**

**December 20, 2007**

# The Jacksonville Journey – Steering Committee & Chairs Kick-Off

December 20, 2007

2:00 p.m.

PROCEEDINGS before the Jacksonville Journey - Steering Committee Kick-Off taken on Thursday, December 20, 2007, St. James, City Hall, 117 W. Duval Street, 4<sup>th</sup> Floor Mayor's Large Conference Room, Jacksonville, Duval County, Florida commencing at approximately 2:00 p.m.

## Steering Committee & Committee Chairs

Betty Holzendorf - Steering Committee Chair  
John Rood - Steering Committee Chair  
Audrey Moran - Positive Youth Development Chair  
John Coxwell - Intervention & Rehabilitation Chair  
Tom Petway - Funding Chair  
Will Ketchum - Public Relations Chair  
W.C. Gentry - Education, Truancy, Dropout & Literacy Chair  
Paul Perez - Law Enforcement Deterrence Chair  
Tony Boselli - Neighborhood Safety & Stability Chair

Ed Austin - Member  
Mac Brunson - Member  
Toni Crawford - Member  
John Delaney - Member  
Darrell Gilyard - Member  
Nat Glover - Member  
Hugh Green - Member  
Steve Halverson - Member  
Dr. Adam Herbert - Member  
Pete Jackson - Member  
Jim McMillan - Member  
Pam Paul - Member  
Gertrude Peele - Member  
Steve Wallace - Member  
Cleve Warren - Member  
Wayne Weaver - Member

## APPEARANCES

### **COMMITTEE CHAIRS & MEMBERS:**

BETTY HOLZENDORF, Chair  
JOHN ROOD, Chair  
AUDREY MORAN – Chair  
JOHN COXWELL – Chair  
TOM PETWAY – Chair  
WILL KETCHUM – Chair  
W.C. GENTRY – Chair  
PAUL PEREZ – Chair  
TONY BOSELLI - Chair  
ED AUSTIN - Member  
MAC BRUNSON - Member  
TONI CRAWFORD – Member  
JOHN DELANEY – Member  
NAT GLOVER – Member  
HUGH GREEN – Member  
STEVE HALVERSON – Member  
DR. ADAM HERBERT – Member  
PETE JACKSON – Member  
JIM MCMILLAN – Member  
PAM PAUL – Member  
CLEVE WARREN – Member  
WAYNE WEAVER - Member

### **PROFESSIONAL STAFF:**

CINDY LAQUIDARA, Office of General Counsel

### **STAFF:**

SUSIE WILES  
KANDI BEGUE  
ROSLYN PHILLIPS  
KRISTEN KEY BEACH  
ADAM HOLLINGSWORTH  
KERRI STEWART  
GINNY WALTHOUR  
BRAD THOBURN  
DAN CRONRATH  
SUSAN PELTER  
RACHEL DAVIS  
RENEE BRUST  
MISTY SKIPPER  
CHAD POPPELL  
RACHELLE SUNDY  
LYNN RIX  
STEVE DIEBENOW  
ANNA BRADLEY

### **OTHERS PRESENT:**

The Honorable Mayor John Peyton  
Various Media Representatives

**PROCEEDINGS**

December 20, 2007

Steering Committee & Committee Chairs

2:00 p.m.

**Call to Order and Comments.** Chair Holzendorf called the meeting to order at approximately 2:00 p.m.

**Purpose of Meeting.** Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step.

Chair Holzendorf thanked everyone for their attendance and apparent commitment to the initiative the Mayor set forth in The Jacksonville Journey - Take a Step. She noted this is a very important initiative for the City of Jacksonville and acknowledged this will be a daunting and difficult task. At this point, she turned the meeting over to Mayor Peyton, who thanked the co-chairs for their commitment to this effort. Mayor Peyton expounded on the difficulty and complexity of the problems currently facing our City. He acknowledged that the Sheriff and his team are working very hard, but it's not enough - there is much hard work ahead. There are seven areas of focus (Positive Youth Development; Intervention/Rehabilitation; Funding; Public Relations; Education, Truancy, Dropout & Literacy; Law Enforcement Deterrence and Neighborhood Safety & Stability) and the Steering Committee. These areas create a bite-sized focus where we can begin to be productive. Having recently returned from Washington, D.C., the Mayor assures the group that partnerships are strong, and even though the work won't be easy, he feels optimistic that the problems in our community can be fixed. The Mayor then turned the

meeting over to Cindy Laquidara, Office of the General Counsel to give a brief overview of the Sunshine Law and how it will affect the committees as they meet in the future.

1a. Sunshine Law - Overview

Ms. Laquidara provided an overview of the Sunshine Law as well as the Florida Public Records Law, and opened the floor to questions. There were several questions and Ms. Laquidara's responses are listed below:

- 1) What if e-mail is received from the public to a member of the committee? **Forward to Project Manager - Kandi Begue**
- 2) What about meetings to discuss logistics and agendas? **These should be noticed for the public**
- 3) If members send e-mails to Ms. Laquidara? **She will forward to Kandi Begue**
- 4) If members are at an event together (i.e., football game), and discuss football? **No notice is necessary, unless discussion turns to the committee and its subject matter, then you must notice the public. Discussion of matters relative to the business of this committee is prohibited outside of a public forum.**
- 5) What about conversations with the Mayor? **These do not have to be noticed - Any conversation with steering committee members must be noticed**
- 6) What if I want to speak at a community meeting? **You may speak at such a meeting, with members of your committee in attendance, as long as you remember that discussion between**

**committee members is not permitted.**

7) What are the penalties? **Fines of \$500 and up; Up to 60 days in Jail**

At this point, the Mayor introduced Susie Wiles, Chief of Communications and Special Initiatives, who introduced the Steering and Sub-Committee Chairs and support staff members. Ms. Wiles reviewed the Organizational Chart and asked the support staff members to stand and be identified. The meeting was then turned back to Chair Holzendorf who reviewed a few housekeeping items. It was determined the Steering Committee would meet the fourth Thursday of each month from 2:00 pm to 4:00 pm, to discuss progress of each sub-committee. Each sub-committee chair will be required to report on the progress of their team. Chair Holzendorf noted that both she and Chair Rood will be interested in attending the sub-committee meetings to understand all of the issues. Chair Holzendorf then asked Chair Rood to address the group.

Chair Rood asked the group to look at the Committee Report (handout in the package). This document is the instrument that each committee chair should use to report their team's progress. There was discussion that the sub-committee chairs should probably meet with Co-Chairs Holzendorf and Rood prior to the Steering Committee meetings. This will require public notice. Chair Rood then addressed the sample letter (handout in the package). He felt it was a good example to send to the committee members to start them thinking about the task at hand.

Chair Holzendorf then asked each sub-committee chair to bring to the committee a list of recommendations that may be implemented immediately rather than wait until the end to pull them all together. The answers are out there, we just need to put our heads together and decide which ones to focus on and implement. We need to look at something we can put into place within the next 4-5 weeks. Chair Holzendorf then indicated that we would go around the room and give everyone an opportunity to state why they're involved in this process.

John Delaney: Thanked Co-Chairs Holzendorf and Rood and commended the Mayor for his leadership. He recapped his tenure as Mayor and noted that when Ed Austin was State Attorney, they faced the great challenge of crack cocaine in the late 80's. He feels there are three key elements that need to be focused on: Prevention - Policing - Punishment.

Ed Austin: He feels community involvement is important. His observation is, crime has increased and we need to take the steps necessary to get to the root problem - what is the cause? Once the committees have determined what they deem to be the common basis for the increase in crime, these findings should be communicated to the community - it must be a community consensus.

Pam Paul: She noted that she supports programs that address the needs of small children and believes in hand-holding until they are able to go out and provide for themselves. She agreed with John Delaney as it relates to prevention - we've lost a lot of this effort - especially in Tallahassee. Even though we formed the Children's Commission (thank you Mayor Austin), we're only

reaching about 25% of the children in the community. What about overlap? She sees more "underlap". We should try to do more for this population.

Jim McMillan: Thanked Mayor Peyton for his leadership in this endeavor and for being asked to serve. He noted how much he loves this City, and he noted how we have faced tremendous crime problems in the past, and we've been successful in overcoming those problems. It does take quite a bit of funding, but it is not impossible. Once the new jail was built, things settled down; when the crack cocaine epidemic hit, the murder rate was greater than it is now - mostly related to the drug abuse. He agrees that we do need to look at the causes for the increase in violence.

Pete Jackson: Feels very honored to be part of this community. He notes that when families break down, the repercussions are an increase of crime. He feels there are many resources and assets in this community that are not being utilized. Faith based organizations and churches can, in some degree, bridge the gap. He notes that in hopes of bringing solutions to the table, we need to tap into those resources as well.

Toni Crawford: As a Community Advocate, she's really focused on children advocacy. Early learning does make a difference, but it is a small scope in the big picture. It's going to take time - we are going to have to get into the grassroots and get into the families. She thanked the Mayor for this opportunity.

Cleve Warren: Notes that Jacksonville is his home, and it's important for the quality of life to be good. He assured the group that whatever he can do to contribute and aid in improving

the quality of life in Jacksonville, he will do.

Adam Herbert: When the Mayor called and asked him to participate, he felt it was an opportunity to give back to his community. The rise in crime is an issue that must be addressed. He feels that we must start early with early childhood programs.

Paul Perez: He feels that we must look at the root problems in the families in order to gain perspective. He feels there is hope in the community and by working together; we can find solutions to fix the problems.

Tom Petway: States he is here to support our City and our Mayor. He is here to help find solutions and answers. We're committed to finding the funding to help.

John Coxwell: Feels we need more playgrounds. Believes it's not just a cultural thing, when you have grown-ups not taking care of their families, you're going to have problems - they must want to be helped. He notes that what a child learns at home is what they grow up believing. We must try to change mindset - promote positive rather than focus on their negative.

Will Ketchum: As Chair of the Public Relations group, we will try to engage and make relevant the issues to the people. Engagement is the key - Anger brought me to this table, I'm bothered about economics, sadness is the reality - hopelessness. There is a lot of this in our great town - this leads to apathy and then it digresses from there.

Tony Boselli: States he is here because the Mayor asked him to be here. Notes everyone knows what the problems are, very few people are coming up with solutions. This is similar to football, we

need to be goal oriented - set up a game plan and get to the solutions. He also notes that hopelessness is rampant in our great city, especially with our youth. The simple act of showing up and caring about people, bring resources and letting them know there is great value in their lives, lights up the eyes of our youth with hope. It's time for us to take back our community. We have to step up and take back our City. He believes things can be fixed and there is a solution - we need to give people hope.

Audrey Moran: As President of the IM Schulzbacher Center for the Homeless, she agrees that hopelessness is the theme in our City at the moment. She is intrigued we are not going to be studying the issues; we're actually going to put action plans into place. She commends the Mayor for taking these steps and asking the group around the table to help.

W.C. Gentry: Notes that he grew up in Jacksonville and states humorously that he is a recovering attorney. He states he is very happy to serve - feels the focus should be on truancy.

Hugh Green: Notes that as a member of Baptist Health Systems, he's about taking care of people here in our community. As someone who cares deeply about this City, he is honored to be part of this team and is ready for action.

Mac Brunson: Notes that the Mayor called and he has a very deep sense that he will stand before God and will be asked "what have you done". With the very high divorce rate, the negative affects trickle down and cause problems for the youth of our community. He feels there are spiritual issues at work here; he's concerned about Dads not being in the home and also about what children are

seeing and hearing. It's important for us to be in the community, we need to be involved in rebuilding and showing care to this community.

Nat Glover: He would like to commend and congratulate the leadership of this effort. He is proud to be part of this prominent and impressive committee. He feels it immediately creates momentum. People expect a lot when they see this type of group come together. The crime problems in this City are all of our problems. Mr. Glover notes that he is very, very proud to be here and be part of this initiative.

Wayne Weaver: We need to be aware that we can make inroads into these issues. He notes he is very optimistic - as he looks around the room, he sees the commitment to make a difference in this community.

John Rood: Notes that he shares the concerns expressed around the table about the children in our community. Schools are another key area where we can reach these children. He is looking forward to working with each member around the table - he feels there is great energy, passion and commitment from each person at the table. He then turned the meeting back over to Chair Holzendorf. Chair Holzendorf noted that as each person spoke, she made notes about the comments - we will go back at a later date to review, like a report card. She notes we must engage the spiritual community, they will be our positive voice or they will be vocal about our failures (real or perceived). There is serious and hard work ahead of us, but it can be done! Chair Holzendorf noted that she was very moved by all of the comments made around the table;

she is deeply touched by the tremendous response. At this point, she thanked the group and noted the next meeting date and time.

## **2. Action Items**

- 1) Each Chair is to bring a list of recommendations from their respective committee that can be implemented immediately, as well as a general overview of their committee activities.

## **3. Discussion Items**

None.

**Adjournment.** Meeting adjourned at 3:35 p.m.

# THE JACKSONVILLE JOURNEY

## Certification

Recorded by:

Submitted by:

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Rachelle M. Sundy

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Kandi Begue, Project Manager

Approved by:

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Susie Wiles, Chief of Communications/Special Initiatives